

# SALT

and SALT only,  
and the best, is  
what we handle.  
All enquiries given  
our prompt per-  
sonal attention.

**Verret, Stewart & Co.**  
Limited  
Montreal

THERE IS MORE

# WETHEY'S

## Condensed Mince Meat

(IN CARTONS)

per capita, used in St. Catharines,  
where the goods are manufac-  
tured, than any other point in  
Canada.

### *The Reason is plain*

Our locally well-known sanitary  
methods, together with the equally  
well-known quality of our ingre-  
dients, cannot help but invite the  
patronage of the good people of  
St. Catharines.

### *What About Your Trade?*

3 doz. to a case. All jobbers.

**J. H. Wethey, Limited**  
ST. CATHARINES, ONTARIO

The Canadian Grocer has for some time  
been making an average net monthly  
circulation gain of over 100. : : :

Do you realize what that means?

One hundred more good merchants reading this  
paper in December than in November; one hundred  
more readers in November than in October, and so  
on.

To be conservative in the extreme, let us esti-  
mate the average annual purchases of these mer-  
chants at \$10,000.

In only an odd case would the figure be so low  
as that, and in many instances it would run as high  
as \$25,000 to \$30,000.

One hundred new readers buying annually \$10,  
000 worth of goods means an increased annual buy-

ing power behind this paper of \$1,000,000 every  
month.

And that is equivalent to \$12,000,000 per year.

*Increase, remember!*

Now these merchants do not subscribe to The  
Grocer for any other reason than that it helps them  
in their business—helps them to make more money.

That insures for our advertisers a *quality of in-  
terest* they can secure in no other way.

Just think over the fact that an advertiser in  
this paper influences an annual buying power of  
fully \$200,000,000, and that he can do it through  
a *full-page space every week* for about the same price  
paid an ordinary clerk in his office.